

## PREMIER SIX IS REMARKABLE CAR

Has Magnetic Gear Shift and  
a Generous Amount of  
Aluminum.

There is great enthusiasm at the Peugeot Auto Import Company headquarters, 1800 Broadway, because the new Premier six—the aluminum six—has arrived. It is certainly a striking car in appearance and the many interesting features incorporated in its construction make it one of the great cars of the year.

This car is being inspected daily by motor enthusiasts who are interested in the latest things of motordom.

Sales Manager George H. Morris in discussing the new car said:

"This is truly an unusual car with features that one cannot get anywhere else for \$1,495 f. o. b. Indianapolis. There has been a generous use of aluminum in the motor, transmission, hood and radiator with the result that we have a car that will not rattle after being

used a few months. We do not mind saying that in the matter of aluminum and other motor features we have copied the Alarmon.

"The frame is three inches narrower than that of the average car, thus giving it a shorter turning radius. Although the car has a 125 inch wheel base, it will turn in any city street.

By using a V type radiator, we have saved six inches for body space, giving as much room in the seven passenger body as one ordinarily would expect to find on a wheelbase of 131 inches.

"The motor is made in our own plant. It is the overhead valve type with a spherical combustion chamber which enables it to be applied directly.

"By the use of an 8 inch frame we have eliminated the need of a running board and body. The axles are Timken.

"Of course our magnetic gear shift is a great thing. It was made by the Cut-



ler-Hammond Company, the largest manufacturer of electrical controlling devices in the world, and the concern that does all the electrical work for the headquarters of our navy. By the use of this gear shift the front floor space is clear of levers, the brake being so placed that two persons may sit in the front seats with a robe over their laps without in the least interfering with the operation of the emergency brake.

"There are no buttons in the upholstery. A novel accessory is a dash light carrying with it fifteen feet of cord which runs on a pulley so that in the event of the lamp being used in search of trouble, the cord will run out easily and then automatically roll back into a little compartment when the work is done.

"It is truly 'some car' for \$1,495, and we are proud of it."

### GOODYEAR'S NEW RECORD.

Atkins Wins Motor Cup in Record Time.

Good year record time established at a new world's speed record at the Sheephead Bay Speedway, when Johnnie Atkins drove his famous Peugeot, Goodyear equipped, to victory over a field of thirty-two starters. Atkins covered the 250 miles at the terrific rate of 104.23 miles per hour. This is the fastest time ever made in a 250 mile race and equals three minutes from the previous world's record.

Starting alone, barely a minute behind him, Eddie Rickensbacher, piloting his Maxwell, flamed past the flag second. His car was also equipped with Goodyear tires. Neither leader showed a tire during the entire race. Two of the tires of Atkins' Peugeot were the ones which helped him to win the 250 mile speed contest at the Sheephead Bay Speedway.

The Goodyear Tire and Rubber Company has been equipping racing cars with tires only a few months. Intensive experimentation, however, has been in progress for some time. But not till it was absolutely certain that the tires would withstand the terrific speeds attained on the fastest speedways of the country were the racing drivers permitted to use them.

The tire has been much speculated as to the construction of these tires. The standard made up in the regular way, and is the same as the Goodyear Goodyear for pleasure cars. The only difference is in the thickness of the tread and the method of curing.

### BIG DEMAND FOR MITCHELLS.

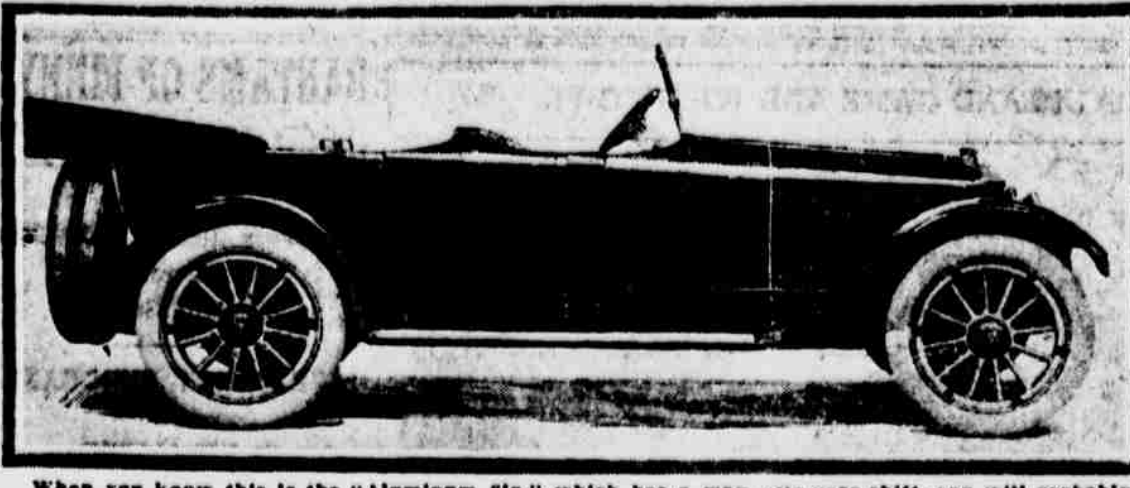
Accessibility and Easy Riding Qualities Make Appeal.

That the new Mitchell models are rapidly making a name for themselves in this territory is indicated by the increased demand for Mitchell cars in the New York market. Sales of Mitchell cars, despite the receipt of orders from the Pacific factory, has difficulty in meeting the delivery demands of its customers.

One of the many good features of the new Mitchell models which particularly appeal to owners who drive their own cars is their accessibility. In these cars many parts that were heretofore inaccessible have been made easy of access. This has been done by making the seat standards as well as the floor boards removable. Not only this, but every adjustment is conveniently located and the assembly of every part is such that it can be removed quickly without disturbing any other part.

Long wheel base and large tires are conducive to easy riding, but light weight hereafter has served as a serious drawback to this important feature. Mr. Mitchell, however, solved the problem by designing three important improvements, including a two unit front suspension, an even distribution of the weight, and last but not least, he designed a special type of cantilever springs in the rear and shock absorbing springs in front, which made the car one of the easiest riding cars in the world.

## New Premier Has Distinctive Lines and Features.



When you know this is the "Aluminum Six," which has a magnetic gear shift, you will probably want to call on Messrs. Kaufman & Brown at 1800 Broadway (Columbus Circle) and "have a look."

### Joins Chalmers.



E. C. MORSE.

Announcement of the election of E. C. Morse to the vice-presidency of the selling division of the Chalmers Motor Company was made Tuesday afternoon by C. A. Peffer, vice-president and assistant general manager, following a meeting of Chalmers directors.

Mr. Morse resigns as sales manager of the Hudson Motor Car Company to take up his new work of directing Chalmers sales. His acquisition by the Chalmers people is regarded as one of the most important trade moves in recent months in the automobile industry. He will step into the position made vacant by the death of Paul Smith last July and will have direct charge of sales, service and advertising.

### Reduce Tire Prices.

A new reduced schedule of prices covering the entire Ford line of tires was effective October 1.

Notwithstanding the average high level of raw materials, the large volume for the first eight months of this year, together with savings in cost, has enabled the Ford Motor Company to reduce prices on its "Vulcan" tires, which tread and has circle tires and at the same time to make the tires more durable.

The reduction of the company is a significant assurance that the Ford Motor Company is determined to maintain its policy of quality tires.

### "Backfiring."

By B. S. B.

Sam W. Menefee, branch manager of the Anderson Electric Car Company, has appointed Robert Craighead, manager of the Detroit Electric branch in Bridgeport, Conn. Before going into the electric field Craighead was the best Bible salesman in the world. He sold the Bible editions to some of the best families.

Before Craighead assumed his new duties Menefee drew him to one side and said: "What are automobiles compared to Bibles in the final reckoning?"

"He had me stumped for a minute, Craighead, but I soon gathered my wits and replied: 'But you don't understand what I did for Bridgeport by putting Craighead there. Before he went to Bridgeport one could not find true happiness in many of the families. There was discord here and there because members of certain families did not know how to enjoy themselves in the open air. They couldn't find any one thing that all could thoroughly enjoy.'

But Craighead introduced them to the Detroit Electric and showed them how to enjoy themselves in the open air. I had won my point. He smiled as he opened the gate and said: 'You may enter. I was going to send you a long, long way from here. Although you did ruin the best Bible salesman I realize the great thing you did for Bridgeport. I have been worried about Bridgeport.'

Very few of the thousands who saw Louis Chevrolet tearing around the Sheephead Bay Speedway for eleven laps in the Astor Cup race in his Sunbeam "12" realized how fast he was going. Here are figures showing his average miles an hour for each lap: 102.8, 111.6, 113, 111, 109.5, 108.8, 109.2, 110.5, 109.9, 109.6, 111.4. And then he went out and called it a day's work.

Times Square Co. Opens Branch.

Announcement is made of the opening of the new branch of the Times Square Co. at 100 West 42nd street, near the corner of Broadway and Fifth street. The new branch will carry a complete line of automobile accessories and supplies at reduced prices.

### Changes Co. Name.



WILLIAM PARKINSON.

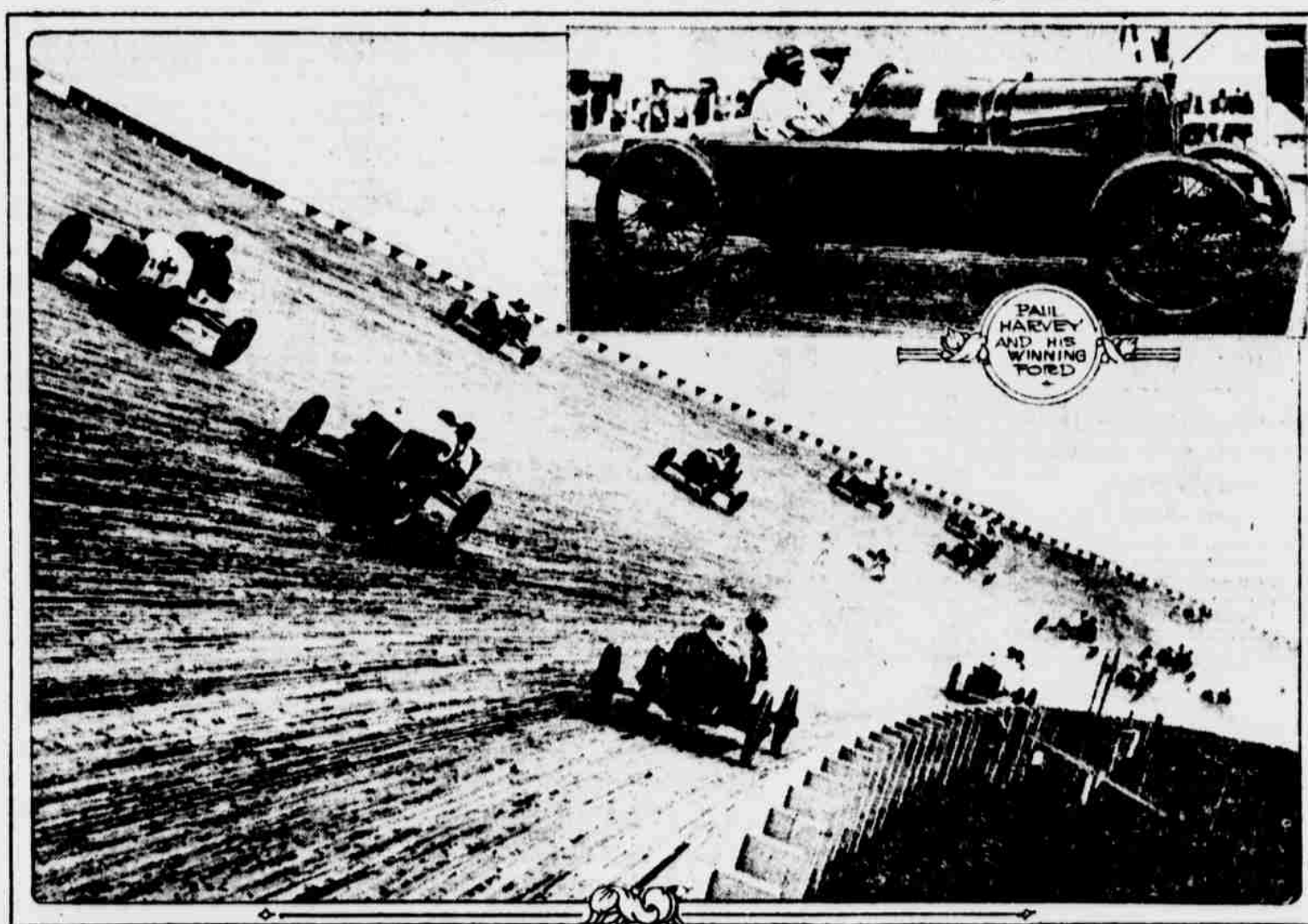
The great popularity of the Stutz car in this territory has not been due alone to the quality of the car itself, although that has had much to do with it, but to the efficient business methods of William Parkinson, who heads the Stutz Motor Car Company with headquarters at 1804 Broadway. Mr. Parkinson was owner by his personality and his service.

Now the public is to hear more about Parkinson, for the firm name has been changed to the William Parkinson Motor Sales Company. It will be the same man selling the same car and giving the same service under his own name.

"Streamlined" Smoothness.

A couple of men in the town who have been giving the subject of lubrication serious attention have begun a service to owners of cars that will relieve them of the usual trouble of keeping their cars properly lubricated. They contract with the owner that he may bring his car in as often as he needs for a complete and thorough lubrication of all the many points that cars in general need to be greased. They have opened a place approximately 100 West 42nd street, near the corner of Broadway and Fifth street. The service is at least a day, for the best of the man who runs the car in the daytime for the lubrication.

## No, You Are Wrong—These Are All Ford Cars "Going Some."



Burman and Jack Gable designed replica of a Ford car, built in his father's garage at Oak Park, Ill., by Paul Harvey, the driver. It was this garage in which Burman and Gable kept their cars prior to the Chicago race and credit is given them for much of the car's design. The car got into the race because it has a Ford block, gears and axle. Other than it was a special racing job all the way through. A sum amounting to well over \$1,000 is said to have been spent on its construction. More credit should be given the entries who had limited capital and spent the sums on alterations which gave their Fords the most speed.

Harvey's car was a masterpiece of workmanship and is prophetic of what may come in cars with small motors capable of attaining high speeds. In action it was like a Schenck motor, smooth and harmonious. The block bore the Ford stamp. Internally, however, the motor had more bore and stroke, larger valves, racing camshaft—in fact, as is alleged, there is little Ford left. The frame is hung low on heavy cantilevers. The exhaust is carried out through four straight pipes into an exhaust tube on the side which is large enough to take care of a 300 cubic inch motor. The magneto is Bosch, there is a Master carburetor, Dodge-Whitworth racing wheels and Goodyear cord tires. The car which bore No. 27, built and

driven by R. F. Davis, Paris, Ill., was a typical representative of how a Ford motor may be coupled with hybrid parts to make a car which is capable of close to seventy miles an hour. Davis won the thirty mile Illinois State championship by an extraordinary stroke, a nod in the face for all when he was running close second to Harvey.

The motor was a Ford. The bore to the same and the stroke. Valves were enlarged to 1 1/2 inch. Rich tappers being used. The carburetor is a Master and the magneto is a Bosch. The camshaft was not altered. A Master frame is used to underlie a 300-cubic-inch axle on the front and a combination Ford and 300-cubic-inch axle on the rear. This combination is under a Ford differential and housing with Scripps-Bosch floating axle. The high Chapman radiator and formidable looking streamliner body gave the car a fast, Ford-like appearance.

No. 21, driven by Paul Lannan, Mount Prospect, Ill., which got second place in the big race, had about as little done to it to make it fast as any of the contrabanders who placed. The driver, who was also the builder, against the advice of friends, removed the magneto from the flywheel of the Ford motor and installed an Atwater Kent distributing system. He attributes his success to this disregard of his friends' advice. As for the flywheel of the Ford motor, a regular Ford was the use of a Master carburetor and a V-shaped tank soldered

to the front of the radiator to give additional water capacity.

A majority of the cars in the race were provided with some kind of an extra carrying capacity for water. Those were tanks soldered on the front and rear of all shapes and designs. One of the cars was a Ford with a Ford body, but with a 300-cubic-inch axle on the front and a 300-cubic-inch axle on the rear. This combination is under a Ford differential and housing with Scripps-Bosch floating axle. The high Chapman radiator and formidable looking streamliner body gave the car a fast, Ford-like appearance.

## SILVER HOLDS A MINIATURE SALON

Complete Display of Chalmers  
Line and the New Dort  
Attracts Many.

Metropolitan motorists very rarely have an opportunity to view under one roof such a collection of beautiful automobiles as were put on exhibition by C. T. Silver in his local showroom on Monday last. The formal opening of his Chalmers campaign took place on that day, and incidentally the Dort, a quality car at a popular price, also made its debut.

Eleven cars constituted the "miniature salon," and during the entire week the place was packed with those interested in the new fall fashions in motor cars. Mr. Silver has an enviable reputation as a body builder and the special jobs he puts on the market from time to time are eagerly snapped up by those whose desires run to particular and individual styles. All former efforts of his in the direction of special body jobs were outdone in the new styles on which he raised the curtain this time.

A silver special brougham mounted on a Chalmers chassis many thought was the finest exhibit of the lot. Its conception was daring for this type of car, but as a matter of fact, most all designs of Mr. Silver are of this nature, as he is not in the least restrained by the rulings of other body designers. This particular job is finished in French gray and upholstered in the same color. The inside of the body is fitted with three electric lights, rosewood toilet cases and silk curtains. And on the steps are electric lights for use at night when the doors are opened. Externally the car bears the Silver hallmark in a pronounced manner. A new radiator, massive and specially designed for this model, together with bullet lamps, shows it off to wonderful advantage.

Then there were a sedan, limousine and town car modeled on Chalmers chassis that came in for close inspection, as the interiors were designed by Lady Duff Gordon.

In open car models there were two broughams mounted on a "Dort" chassis and finished in a rich brown and upholstered with tapestry. It is fitted out with a Silver designed stationery glass, victoria roof and ornamental lamps are installed to give the proper artistic effect. The other, a seven passenger model finished in cream, and carrying practically the same equipment, was mounted on a Chalmers chassis, with a similarly designed victoria top.

The Dort, latest acquisition to the Silver fold, also made its bow in special makeup.

### KING 8 SERVICE COMPLETE.

New Department Established Close to Salesroom.

With the installation of a new service and parts department at 245 to 249 West Fifty-fifth street, the reorganization of the King Eight selling branch here is complete. The proximity of the new department to the salesroom of the King Corporation at Fifty-second street, and Broadway, completes a close-knit team in sales and service that has been sought for some time by Joseph Porter, general manager, and C. H. Rice, retail sales manager.

The service department is in charge of A. T. Hixson.

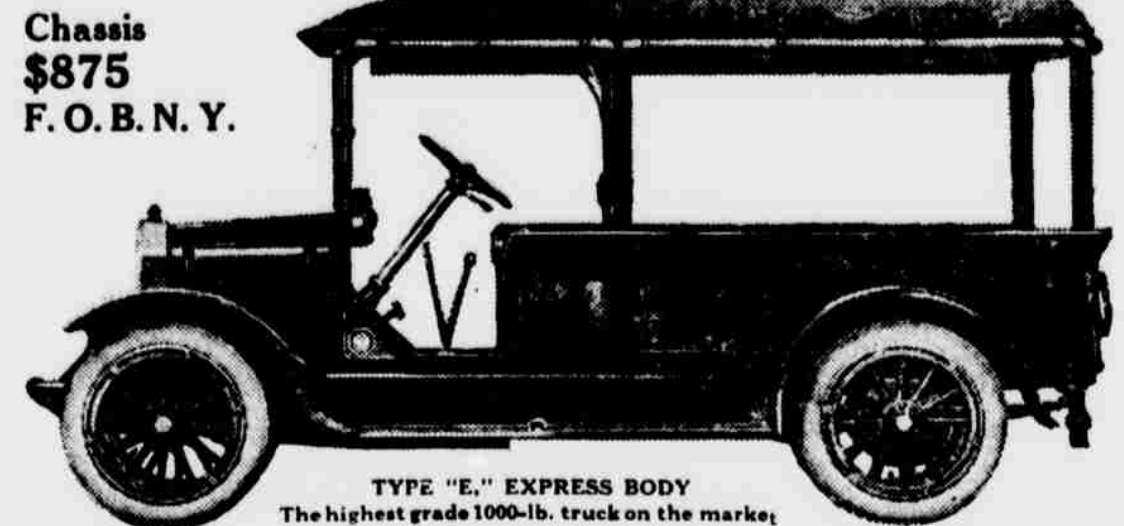
Incidentally there is being exhibited at the salesroom a striking roadster model with black wheels, fenders and hood and a gunmetal body with an "eggshell" finish. A feature of this finish is that it is not necessary to put water on it for cleaning purposes. Dirt of all kinds may be removed from it by dry rubbing or, if you prefer, by a dry sponge.

## You Are Invited to Inspect The New



## 1000-lbs. Capacity Worm Drive Truck Built by the Pioneers in the Motor Truck Industry

Chassis  
\$875  
F. O. B. N. Y.



TYPE "E." EXPRESS BODY  
The highest grade 1000-lb. truck on the market.

## Establishes New Light Truck Standard

The Rainier 1,000 Pound Capacity Worm Drive Truck marks a distinct epoch in light commercial vehicle building. Contrasted with ordinary light delivery cars, the Rainier is revolutionary, in that it is designed and constructed on the lines of America's best known heavy trucks instead of following touring car practice. In its makeup will be found all the important features which have been largely responsible for the success of these heavy trucks, including worm drive, as well as the same quality materials found in the highest price trucks.

The Rainier is built for a definite purpose, not to sell at a price. There is no other 1,000 lb. vehicle like it. It is larger—stronger—more up-to-date and has a greater factor of safety than any other 1,000 lb. capacity vehicle now on the market. The Rainier is purely a truck designed for business usage and not suitable for pleasure. It is the equal of many trucks rated at 1,500 to 2,000 lbs. capacity. It has that distinctive appearance only found in high grade trucks. It establishes an absolutely new standard by which all other 1,000 lb. vehicles must be judged.

### Compare These Specifications

**TIMKEN WORM DRIVE REAR AXLE**  
The same as used in the best known American heavy trucks.

**TIMKEN FRONT AXLE**  
Drop forging, with sections 2 1/2 inches deep.  
**4 1/2-INCH PRESSED STEEL FRAME**  
**WHEEL BASE 115 INCHES**  
**33x4 TIRES**

**SAFETY SPRING CONSTRUCTION**  
Forward end of rear spring fastened by double shackles. Absolute safety in case the main coil breaks.

**16-INCH DRY DISC CLUTCH**  
Practically fool-proof, easily adjustable.

**3-SPEED TRANSMISSION**  
Selective type, wide face nickel steel gears. Case bolted to motor, unit power plant.

**HOTCHKISS DRIVE**  
Dispenses with all radius and torsion rods.

**MAXIMUM SPEED 30 MILES PER HOUR**  
**SPECIAL RAINIER TRUCK MOTOR**  
3 1/2-inch bore x 4 1/2-inch stroke, with Dixie Magneto, Carter Carburetor, Thermo-siphon cooling.

## The Product of 15 Years' Experience

John T. Rainier and Paul N. Lindeberger, President and Vice-President of the Rainier Motor Corporation, are known throughout the country as practical motor truck men. They began marketing trucks as far back as 1901, when the only motor trucks in America were a few imported vehicles, and have been actively engaged in the industry ever since.

Carl A. Neracher, Chief Engineer of the Rainier Motor Corporation, was for many years chief engineer of the Garford and Willys-Overland Companies, and is recognized as one of the foremost designers of motor vehicles in the country.

These are the men who are behind the Rainier Motor Corporation, which, with ample resources and a modern factory in New York City, is producing the Rainier 1,000-lb. Worm Drive Truck.

This organization offers the Rainier with the firm conviction that quality, not price, will be the deciding factor in maintaining a permanent demand for its product, and is confident that in this vast, prosperous country of ours there are thousands of firms and individuals willing, and even anxious, to pay a little more than the traditional price of ordinary delivery cars if they can obtain a real light truck.

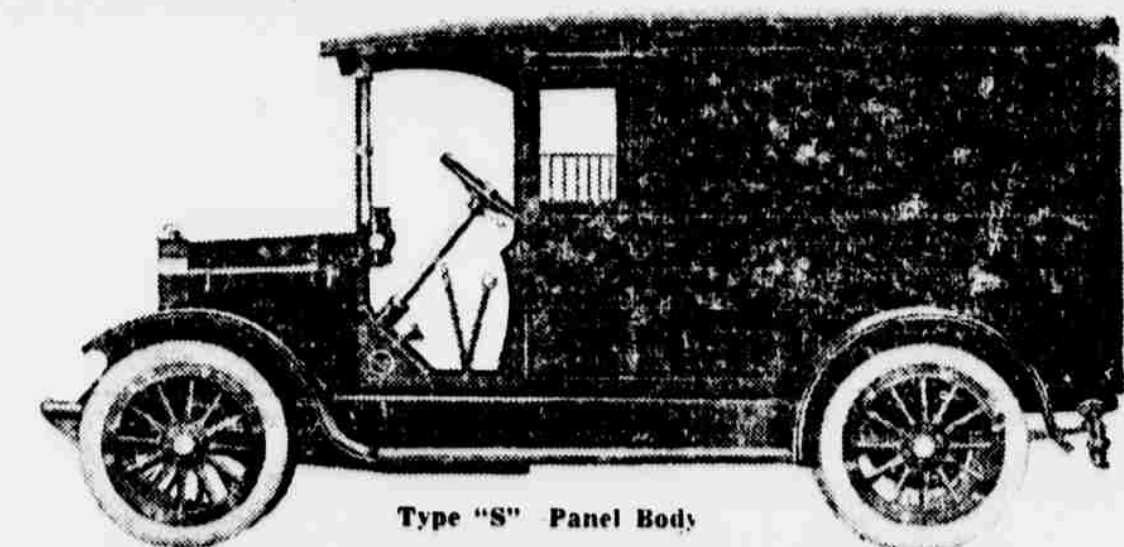
The Rainier is the best for the owner because the most reliable, the most economical and the most durable, and best for the dealer because it requires the least amount of service and after-sale expense, besides retaining and solidifying the good will of the customer.

### NOTICE TO DEALERS

Contracts are now being closed with dealers who are competent to handle the Rainier truck and who can adequately represent the Rainier Motor Corporation. Call, write or wire to Sales Department, Broadway and Fifty-first Street, New York City.

### Rainier Motor Corporation

Factories: Flushing, New York  
Sales Room: Broadway and 51st St., New York.



Type "S" Panel Body